



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

February 22, 2016

Ms. Elisa Estremera
Federal Registration Specialist
The Clorox Company
C/o PS&RC; Post Office Box 493
Pleasanton, C 94566-0803

Subject: Notification per PRN 98-10 – Add Non-mandatory Marketing Text
Product Name: Swan
EPA Registration Number: 5813-89
Application Date: January 13, 2016
Decision Number: 514035

Dear Ms. Estremera:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

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If you have any questions, you may contact Killian Swift at 703-308-6346 or via email at Swift.Killian@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Wanda J. Fuller, for". The signature is written in a cursive style.

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Note: *Bold, italicized text is information for the reader and is not part of the label.* [Bracketed information is optional text.] **Highlighted** text is new. Strike-through (~~text~~) means removed. The terms "urinal or urinals" can be substituted or added where the terms "toilet or toilets" appear. All final labeling will contain cleaning instructions.
R0674140

SWAN

NOTIFICATION

5813-89

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

02/22/2016

KEEP OUT OF REACH OF CHILDREN
DANGER: CORROSIVE

See back panel for additional precautionary labeling.

ACTIVE INGREDIENT:
Sodium Hypochlorite 2.4%
OTHER INGREDIENTS: 97.6%
TOTAL: 100.0%
[Contains 2.28% available chlorine]

NET Contents: _____

Contains no phosphorus

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

To Open Child Resistant Cap -or- Closure:

Squeeze sides [of cap -or- closure] where symbols -or- arrows indicate and twist counterclockwise one quarter turn. [Cap -or- closure] does not come off. To reseal -or- To close [tightly], turn [cap -or- closure] clockwise [until tightly closed].

[Use in well-ventilated area.]

To Clean, Sanitize, and/or Disinfect Toilet Bowl:

- [1] Flush toilet [before cleaning]. [To open: Squeeze and turn.] [Cap does not come off.]
[Lower cap so bottle is below the rim.]
- [2] Apply 6 oz -or- 1/4 of bottle -or- 3/4 cup [of this product] under and around rim [to coat the inside of bowl].
- [3] Scrub entire bowl [with a stiff brush] and allow to sit for 5 minutes for sanitizing -and/or- 10 minutes for disinfecting.
- [4] Do not allow pets or children to access the toilet during this time.
- [5] Flush toilet. [Rinse brush in fresh water after use.] [Close cap after each use.]

(Note that prolonged contact with metal, old porcelain or worn plastic laminate may cause discoloration. In addition, do not use with ammonia, as hazardous gases may be released.)

CLEANING CLAIMS:

~~New [and -or- & Improved][!] -or- Now [Improved][!] -or- Improved][!] [Now] **Now -and/or- New[!] -and/&-or- Improved[!]**
to be used as a claim descriptor only for the first 6 months of product on shelf~~

- An effective cleaner for use in the toilet -or- on toilet surfaces
- Better cleaning power -or- formula
- Bleach in the bowl!
- Brightens -and/or- whitens [-and/or- removes [dirt] stains]
- Brightens and whitens your bowl
- Brightens -and/or- whitens as it cleans
- Brightens with the power of Clorox® bleach
- Cleaning power of [Clorox®] bleach in [one] [gel] [formula]
- Cleans [your toilet bowl]
- Cleans -and/or- deodorizes
- Cleans -and/or- deodorizes with the power of [Clorox®] bleach
- Cleans -and/or- freshens
- **Clings -and/or- coats and rinses away for a [sparkling -or- deep] clean**
- Complete -and/or- full -and/or- total [coverage -or- coating] [dispensing]
- Clorox® [bleach] cleaning power
- Contains a powerful cleaner plus [Clorox®] bleach
- Contains cleaners
- Contains sodium hypochlorite plus a cleaner
- Dispenses [in] [a] wide [band] to completely -or- fully -or- totally coat the bowl
- Easy to use [for cleaning]
- Effectiveness of [Clorox®] bleach with a clean, fresh scent
- For [cleaning] use on both white and colored hard surfaces
- For a cleaner, fresher toilet
- For cleaner, fresher toilet -or- bathroom
- Freshens toilet bowl -or- bathroom
- Has the [cleaning] power of bleach
- Helps keep [the] [your] toilet [bowl] clean, clear, and free of odor
- Helps keep [the] [your] toilet [bowl] fresh and clean
- Keeps [the] [your] toilet [bowl] bleach-clean
- Leaves bathroom -and/or- toilet [bowl] fresh and clean
- Leaves the bowl bleach-fresh
- Leaves [the] [your] [toilet] bowl bleach-clean!
- Leaves toilet -and/or- bowl sparkling clean
- Leaves toilet [surfaces] [clean and] sanitary
- Makes your [cleaning] job easier
- Manual -or- Bleach toilet bowl cleaner
- Non-abrasive formula for cleaning -or- which will not scratch surfaces
- **Powerful clinging -and/or- coating gel [[and] stain removing -and/or- whitening -and/or- stain destroying -and/or- rust removing]] [action]**
- Prevents rust -and/or- hard water -and/or- toilet ring [build up]
- **[Quickly] Destroys -and/or- powers through -and/or- eliminates [mold stains -and/or- mildew stains -and/or- bio stains] [without scrubbing]**
- **[Removes -or- destroys] [strong enough to handle] tough stains [in seconds]**
- Removes stains -and/or- leaves bowl sanitary
- Removes stains and whitens with the power of Clorox® bleach
- The only [Toilet Bowl [Cleaner]] -and/or- [[clinging] gel] [with] -or- [that contains] Clorox® Bleach
- This product [with bleach] in a [unique] gel formula
- Thick Clorox® Bleach toilet bowl cleaner
- Thick coating -and/or- clinging -and/or- [gel] [formula] [with bleach]
- Whitens with the power of Clorox® bleach
- Wide band -and/or- dispensing [for] [complete -and/or- full -and/or- total] [coverage -and/or- coating -and/or- dispensing] [with one quick motion -or- with one easy squeeze]
- Will not scratch surfaces

GENERAL CLAIMS:

~~New [and -or- & Improved][!]~~ ~~or Now [Improved][!]~~ ~~or Improved[!]~~ ~~[New]~~ **Now -and/or- New[!]** ~~-and/&/or- Improved[!]~~
to be used as a claim descriptor only for the first 6 months of product on shelf

- **4X Cleaning Action[:][,]** Cleans -and/or- Deodorizes -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains
 - **Xx [the] Cleaning Power[:][,]** Cleans -and/or- Deodorizes -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains
 - **X% thicker[‡] -or- Xx thicker[‡]**
 - Cleans and deodorizes the toilet bowl [water]
 - Clinging action coats the bowl for deep-down cleaning
 - Clings to sides of bowl better
 - Commercial Solutions
 - Concentrate -or- Concentrated formula
 - Contains no abrasives -or- acids
 - Deodorizes and has a clean, fresh scent -or- fragrance
 - Fully dissolves [in the bowl water] – no messy residue to remove
 - Great -and/or- Strong -and/or- Powerful -and/or- Lasting -and/or- Lingering bleach smell -or- scent
 - Great for toilets
 - Has a clean, fresh scent -or- fragrance
 - Improved Formula
 - Natural Breeze [Scent]
 - [New bottle,] Same great value
 - [New] Easy grip bottle
 - [New] Improved bottle
 - [New] Improved clinging action
 - [New] Improved scent
 - [New] Thicker formula
 - Non-abrasive formula [that will not scratch surfaces]
 - Now with more bleach [in every bottle]
 - Our [thickest] toilet bowl cleaner [is **X%** thicker[‡]]
 - Pleasant fragrance
 - **[Powerful] Xx cleaning -or- X-in-1 cleaning [power -or- action][:][,]** Cleans -and/or- Deodorizes -and/or- clings [**XX%**] longer[‡] -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains
 - **Powerful clinging -and/or- coating gel [action] [dissolves -or- eliminates tough stains]**
 - Rain Clean -or- Fresh Scent -or- Mountain Fresh -or- Sparkling Wave -or- Cool Wave -or- Natural Breeze [Scent]
 - Removes odors
 - Removes -or- Prevents -or- Eliminates odors
 - Safe for colored toilets -and/or- porcelain
 - Sparkling Wave [Scent]
 - **[Thick -and/or- Powerful cleaning gel] clings [**XX%**] longer[‡]**
 - Thick formula
 - Thick gel formula coats the bowl and dissolves stains for deep-down cleaning
 - Thick gel formula coats the bowl for deep-down cleaning
 - Twin -or- Value Pack
 - Unscented
 - Will not harm -or- [Safe for] plumbing or septic systems
 - With clinging action
 - Won't splash or drip [and will rinse away easily]
 - www.Clorox.com
- [‡]vs. Clorox Toilet Bowl product ABN**

CROSS-PROMOTIONAL CLAIMS:

- Try Clorox® ToiletWand® Disposable Toilet Cleaning System and eliminate that dirty brush.
- Try Clorox® Automatic Toilet Bowl Cleaner₁ to keep your toilet fresh and sanitary.

PACKAGING RELATED STATEMENTS AND ICONS:



CLEANING/DISINFECTING CLAIMS:

Now -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

• **Xx -or- X-in-1 action[:],]** Cleans -and/or- Disinfects -and/or- Deodorizes -and/or- Whitens -and/or- Removes Stains -and/or- Destroys Stains

- A bleach product for toilet cleaning and disinfecting
- A toilet product for cleaning and disinfecting [against Staphylococcus aureus (Staph), Salmonella enterica (**tested as Salmonella choleraesuis**), Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Enterococcus (Streptococcus) faecalis, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA [in 10 minutes]
- Antibacterial [formula -or- action]
- Antibacterial [formula] -or- Disinfecting [formula]
- Bacteria-fighting -or- Germ-fighting -or- Virus fighting formula
- Bactericide -or- Bactericidal -or- Virucide -or- Virucidal -or- Germicide -or- Germicidal
- Bleach toilet disinfectant [-and/or- cleaner]
- Brightens as it cleans and disinfects
- Broad spectrum disinfectant -or- disinfectancy cleaner
- Cleans -and/or- brightens -and/or- deodorizes -and/or- disinfects [with the power of [Clorox®] bleach]
- Disinfect[s]
- Disinfecting bleach cleaner [for toilets]
- Disinfects [and cleans] toilet [bowl] surfaces [against Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella enterica (**tested as Salmonella choleraesuis**), Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA [in 10 minutes]
- Disinfects [and cleans your toilet] [against Salmonella enterica (**tested as Salmonella choleraesuis**) (Salmonella), Staphylococcus aureus (Staph), and Enterococcus (Streptococcus) faecalis]
- Disinfects [your toilet -or- toilet bowl]
- Disinfects against -or- Kills [common] toilet bacteria -or- germs [: Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella enterica (**tested as Salmonella choleraesuis**), Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA]
- Disinfects and deodorizes by killing [common] [toilet] germs and controlling their odors
- Disinfects -and/or- Deodorizes [against odor-causing bacteria -or- germs]
- Disinfects nonporous [hard] [solid] surfaces of toilet bowls
- Disinfects under the rim
- [Effective] Toilet disinfectant [in presence of [5%] soil load -or- organic soil]

- Eliminates odors caused by bacteria -or- germs -or- Controls odors produced by [common] [toilet] germs
- Fast acting toilet disinfectant -or- toilet cleaner
- Germ-fighting [formula]
- Kills -and/or- Disinfects Rotavirus WA
- Kills bacteria -or- germs while it cleans [and disinfects]
- Kills germs[†]
- Kills odor-causing bacteria
- Kills odor-causing bacteria[: Salmonella enterica (**tested as Salmonella choleraesuis**) (Salmonella), Pseudomonas aeruginosa (Pseudomonas), Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis] in the toilet bowl
- Kills [common] bacteria[: Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella enterica (**tested as Salmonella choleraesuis**), -and/or- Pseudomonas aeruginosa (Pseudomonas)]
- Kills [common] germs[: Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella enterica (**tested as Salmonella choleraesuis**), Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA [in 10 minutes]
- Kills -or- controls [greater than 99.9% ~~-or- 99.99%~~ of] bacteria -or- germs
- Kills the cold -and/or- flu virus††
- Kills the virus that causes common colds[: Rhinovirus 39]
- [Now] Disinfects
- [Now] Kills germs
- [Thick gel] Clings -and/or- Coats [under the rim] [to] Kill[s] 99.9% of [bacteria -and/or- germs] [under the rim]
- This cleaner disinfectant combines cleaning and disinfecting
- This product cleans and disinfects simultaneously
- This product kills Salmonella enterica (**tested as Salmonella choleraesuis**) (Salmonella), Staphylococcus aureus (Staph), and Enterococcus (Streptococcus) faecalis found in the toilet -or- on the toilet
- Toilet disinfectant [and cleaner]
- Toilet disinfectant -and/or- cleaner

[†]Staphylococcus aureus (Staph), Enterococcus (Streptococcus) faecalis, Salmonella enterica (**tested as Salmonella choleraesuis**), Pseudomonas aeruginosa (Pseudomonas), Candida albicans, Influenza A2 virus, Rhinovirus 39, -and/or- Rotavirus WA

††Rhinovirus 39, Influenza A2

Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

****** per Agency guidance dated October 22, 2009 “Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)” www.epa.gov/oppad001/h1n1-guide.html***

CLEANING/SANITIZING CLAIMS

Now -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- A bleach product for toilet [bowl] cleaning and sanitizing
 - Also kills 99.9% of Klebsiella pneumoniae (Kleb) and Staphylococcus aureus (Staph)!
 - An effective sanitizer [for use in the bathroom toilet]
 - [Bleach] Toilet [bowl] sanitizer
 - Cleans and kills 99.9% of germs
 - Cleans, kills 99.9% of germs -or- sanitizes and freshens with the effectiveness of Clorox® bleach
 - Cleans, sanitizes -or- kills 99.9% of germs, and deodorizes
 - [Cleans,] [whitens,] [brightens] and sanitizes -or- kills 99.9% of germs
 - Germ-fighting formula
 - Has the effectiveness of Clorox® [bleach] to kill 99.9% of [household] germs -or- bacteria
 - In-bowl sanitizer
 - Kills 99.9% of [common] [household] [odor-causing] bacteria: Klebsiella pneumoniae (Kleb) -and/or- Staphylococcus aureus (Staph) [in 5 minutes]
 - Kills 99.9% of [household] bacteria [in toilet -and/or- on hard nonporous toilet bowl surfaces]
 - Kills 99.9% of [household] bacteria -or- germs
 - Kills 99.9% of [household] germs on hard nonporous toilet bowl surfaces
 - Kills 99.9% of germs as it cleans
 - Kills 99.9% of household germs -or- bacteria with the effectiveness of Clorox® [bleach]
 - Kills 99.9% of the following organisms in 5 minutes: Klebsiella pneumoniae (Kleb) and Staphylococcus aureus (Staph)
 - Kills odor causing bacteria -or- germs in the toilet
 - Leaves [toilet] surfaces sanitized
 - Leaves toilet [bowl] sanitary
 - [Now] Kills 99.9% of germs
 - Removes stains and leaves toilet bowl sanitized
 - [Removes stains and] Leaves bowl sanitary -and/or- sanitized
 - Removes tough stains and kills 99.9% of germs
 - Sanitizer [for toilet use]
 - Sanitizes [toilet -or- bowl] surfaces [in 5 minutes]
 - Sanitizes in 5 minutes
 - Sanitizes -or- Kills odor-causing bacteria[: Klebsiella pneumoniae (Kleb) -and/or- Staphylococcus aureus (Staph)]
 - Sanitizes toilet surfaces [in 5 minutes]
 - Sanitizes under the rim
 - Sanitizes while it cleans
 - Sanitizing [formula] -or- Antibacterial [formula]
 - Sanitizing bleach cleaner for toilets
 - This product cleans and sanitizes simultaneously
 - This product combines cleaning and sanitizing
 - This product is a sanitizer for bowl surfaces [against Klebsiella pneumoniae (Kleb) and Staphylococcus aureus (Staph)]
 - This product kills 99% of Staphylococcus aureus (Staph) and Klebsiella pneumoniae (Kleb), common bacteria found on toilet surfaces
 - Unique gel formula cleans and kills 99.9% of germs -or- sanitizes with the effectiveness of Clorox® bleach
- Germ or disinfecting claims require 10 minute contact time.***

USE SITES:

Use this product undiluted in homes, schools, and other non-medical toilet bowl locations such as:

Airports	Dressing Rooms	Institutions	Public Restrooms
Athletic Facilities	Exercise Facilities	Jails	Public Transportation Areas
Bars	Factories	Libraries	Restaurants
Business and Office Buildings	Fitness Centers	Locker Rooms	Retail Centers
Cafeterias	Grocery Stores	Malls	Shopping Malls
Campgrounds	Gyms	Motels	Shower and Bath Areas
Colleges	Health Clubs	Nurseries	Transportation Terminals
Convenience Stores	Hotels	Offices	Universities
Day Care Centers	Institutional Facilities	Public Facilities	

ENVIRONMENTAL CLAIMS:

- Contains biodegradable cleaning agents -and/or- cleaners -and/or- surfactants -and/or- soaps and detergents
- Not harmful to plumbing and septic systems -or- Safe for [plumbing and] septic systems
- The bleach in this product breaks down almost entirely to salt and water -and/or- This bottle is made of ___% post-consumer recycled [HDPE] plastic -and/or- [This product is] [S]uitable for septic [systems] -and/or- wastewater systems -or- treatment plants

CHILD RESISTANT CLOSURE CLAIMS:

Squeeze and twist to open. Close tightly.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

DANGER: CORROSIVE.

Causes irreversible eye damage. Causes skin irritation. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. Do not get in eyes, on skin, or on clothing. For prolonged use, wear gloves. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. [Use only in well-ventilated areas.]

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

IF ON SKIN OR CLOTHING: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

IF SWALLOWED: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.

IN ALL CASES, call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. Clorox Information Line: 1-800-227-1860

NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.

Physical and Chemical Hazards:

This product contains bleach. Do not use or mix with other household chemicals such as other toilet bowl cleaners, rust removers, acids or products containing ammonia. To do so will release hazardous, irritating gases. Avoid contact with clothes, fabric, carpet, wood, painted and paper surfaces.

Residential/Household uses

Storage and Disposal:

Store in a location inaccessible to children. Tightly close cap between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.

Professional/Institutional uses

Storage and Disposal:

Do not contaminate water, food or feed by storage and disposal of this product. Store in a location inaccessible to children. Tightly close cap between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.

QUESTIONS? COMMENTS? CALL 1-800-227-1860

For more product ingredient information visit IngredientsInside.com

Mfd. for & ©2006 The Clorox Company,

1221 Broadway, Oakland, CA 94612

U.S. Patent ~~Pending~~ **Nos**

EPA Reg. No. 5813-89 EPA Est. No. 5813-GA-1 (A4), GA-2 (VG), CA-3 (A8), **CA-6 (TPP)**; 58455-IN-1 (C6), IN-2 (O1); 71681-GA-1 (JG), IL-1 (O3), IL-2 (24); 71106-GA-2 (E8)

Beginning of batch code indicates Est. No.

Made in the U.S.A.

